

PYBUS

Temporary/Permanent Building/Site Needs

1. Moveable exterior walls – indoor/outdoor relations;
2. Ability to use center aisle – larger stalls;
3. Free movement – side to side;
4. Inside/Outside vendors – permanent/temporary;
5. Entrance location(s);
6. Temporary vendors on Worthen side of building;
7. Public seating, inside and outside, facing water;
8. Year round uses;
9. Curb appeal for outside vendors;
10. Curb appeal, inside – seasonal;
11. Entertainment (commons);
12. Utility needs, locations, kitchen, flexibility;
13. Commercial kitchen/refrigeration;
14. HVAC;
15. Food user vs. non-food spaces (utilities);
16. Center area flexibility;
17. Attraction/architecturally unique identity;
18. Marketing plan;
19. Signage;
20. Identity – water, accessibility;
21. Sustainability;
22. Recreational aspects;
23. Park and walk downtown;
24. Park-like feel with connections to trail, water, downtown;
25. Lots of natural light;
26. Children friendly space;
27. Sense of community;
28. Diversity;
29. Landscaping – Worthen, local agriculture;
30. Shaded outside area;
31. Storage, cold storage, freezer space;
32. Waste storage/recycle storage (pick up each day);
33. Farmers market truck parking;
34. Maintenance facilities (mop sink, etc.);
35. Site signage, building identity, directional;
36. Retain character;
37. Adequate parking onsite/offsite;
38. Public transportation;
39. Loading/unloading; vendor/public;
40. Truck access through building.

Management Models

- Excellence!
- Cost effective.
- Cooperative marketing for a diverse group.
- Varying rate structure.
- One point person (consistent management due to varying components).
- Many jobs; however, transition from seasonal to permanent? (Farmers market takes a full-time person (seasonal)).
- Strong management principles.
- Bylaws to include permanent, seasonal – “mall management”.
- Wenatchee Valley Farmers Market is broader than Pybus. (Tenant of Pybus? Autonomous?).
- A representative board for community input.
- Focus on local - including anchor (value of small businesses).
- Could be part of PFD.
- Could be independent board.
 - Worry about just farmers.
 - Needs to be about community.
- Public development authority.
- Co-op.
- 501(c)(3).
- Traditional incubator.
- Consistency of tenants is important – start & move out in three years does not work on this project.
- Visitors.
- Locals.
- Management Needs community and local business? (Market seat, port seat, city seat, business, other?).
- Well defined space lease and other services provided.
- Point person – savvy real estate background and operations savvy.
- Incorporate support for smallest tenants.
- Public market management and Farmers market management.
- Wenatchee Valley Visitors Bureau marketing as a tourism focal point.
- Explore models for viability.
 - Co-op.
 - Independent board.
 - Neighborhood alliance - city connection.
- PDA.
 - What authorities do they have?
- Need start up time – “Bridge to year 5”
 - Expenses being day one.

- Gap financing for early years.
- Rent and organization.
- \$350k annual.
- Start up capacity building – WSDA, other sources.
- Market success in 2010 will lead to 2011 start.
- End goal – sustainability, self support, profit, capital reserve.

Exterior Relationships

Sideboards:

Waterfront Plan:

Connectivity:

- Pedestrian.
- Park/Water.

Zoning:

- Pedestrian overlay – site.
- CBD – DT.

Feasibility Analysis:

- Anchor at market.
- Market commons.

LRF:

- Orondo improvements to tracks.

Considerations/Relationships

Incorporate:

- Transit Planning.
- Integration (Route Planning).

Maximize:

- Orondo Connection to Park.
- Enhance/Create - Physical/Visual.
- See market entry from downtown prominent.

Existing Points of Access:

- Orondo at Grade.
- Worthen/Thurston.
- Worthen/5th.
- Riverwalk Crossing.

- Loop Trail.
- Parking – ex public.
- Railroad.
- Orondo Boat Launch.
- Convention Center.
- Palouse/Columbia.

Connections/Residency

- Facilitate movement between market and downtown.

Parking Needs

- Vendors.
- Visitors.

Reinforce/strengthen physical and visual connection to Riverwalk Crossing to link market and downtown.

Path is part of journey, both at grade – Orondo and Riverwalk.

East-West routes need attention.

Shorten distance for pedestrians.

Relationships

- Food bank – status?
- Arts and crafts.
- Amphitheater.
- Mixed surfaces including more vegetation/shade
- Water/land connection.
- Play/interactive area.
- Cool off in summer.
- Connection to Saunders Railroad?
- Connect to Wenatchee Avenue?

Consider flexibility in site finishes and program to allow for adaptation.

Site uses support market.

Program

- Site elements immediate to foundation need to support internal layout.
- Site infrastructure.
- Adequate parking because of site location.
- Level of ADA accessibility/universal design.
- Primary North site access – vehicular.
- Primary building entrance – West.
- Second site access – vehicular.
- Site uses near primary entrance – external vending.